



National Defence  
Canadian Forces Recruiting Group

P.O. BOX, 1000 STATION MAIN  
BORDEN, ONTARIO  
L0M 1C0

*Défense nationale*  
*Groupe du recrutement des Forces canadiennes*

C.P. 1000, Succursale Main  
Borden (Ontario)  
L0M 1C0

**REQUEST FOR QUOTATION/OFFER**

**DEMANDE DE PRIX/D'OFFRE**

**RETURN BIDS TO:  
RETOURNER LES SOUMISSIONS À :**

Canadian Forces Recruiting Group  
P.O. Box 1000 Station Main  
Borden, Ontario L0M 1C0  
Attn: Musa Nooristani  
Musa.Nooristani@forces.gc.ca

**Proposal to: National Defence Canada**

We hereby offer to sell to His Majesty the King in right of Canada, in accordance with the terms and conditions set out herein, referred to herein or attached hereto, the goods and services listed herein and on any attached sheets at the price(s) set out therefore.

**Proposition à : Défense nationale Canada**

Nous offrons par la présente de vendre à Sa Majesté le Roi du chef du Canada, aux conditions énoncées ou incluses par référence dans la présente et aux annexes ci-jointes, les biens et services énumérés ici et sur toute feuille ci-annexée, au(x) prix indiquer(s).

<b>Title/Titre:</b> Canadian Forces Recruiting Group Mystery Shopper	<b>Solicitation No – N° de l'invitation</b> W3827-25-R401
<b>Date of Solicitation – Date de l'invitation</b> 3 June 2024	
<b>Address Enquiries to – Adresser toutes questions à</b> Musa.Nooristani@forces.gc.ca	
<b>Telephone No. – N° de téléphone</b> 705-424-1200 ext 3186	<b>FAX No – N° de fax</b>
<b>Destination</b> As described in Statement of Work	

**Instructions:** Municipal taxes are not applicable. Unless otherwise specified herein all prices quoted must include all applicable Canadian customs duties, GST/HST, excise taxes and are to be delivered Delivery Duty Paid including all delivery charges to destination(s) as indicated. The amount of the Goods and Services Tax/Harmonized Sales Tax is to be shown as a separate item.

**Instructions:** Les taxes municipales ne s'appliquent pas. Sauf indication contraire, les prix indiqués doivent comprendre les droits de douane canadiens, la TPS/TVH et la taxe d'accise. Les biens doivent être livrés « rendu droits acquittés », tous frais de livraison compris, à la ou aux destinations indiquées. Le montant de la taxe sur les produits et services/taxe de vente harmonisée doit être indiqué séparément.

<b>Solicitation Closes – L'invitation prend fin</b>  At – à : <b>16:00:00 pm EST</b>  On - le : <b>14 June 2024</b>
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Delivery required - Livraison exigée As per SOW	Delivery offered - Livraison proposée
Vendor Name and Address - Raison sociale et adresse du fournisseur	
Name and title of person authorized to sign on behalf of vendor (type or print) - Nom et titre de la personne autorisée à signer au nom du fournisseur (caractère d'imprimerie)	
Name/Nom _____	Title/Titre _____
Signature _____	Date _____



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## PART 1 - GENERAL INFORMATION

### 1.1 Security Requirements

There are no security requirements associated with this solicitation.

### 1.2 Statement of Work

The Work to be performed is detailed under Article 6.2 of the resulting contract clauses.

### 1.3 Debriefings

Bidders may request a debriefing on the results of the bid solicitation process. Bidders should make the request to the Contracting Authority within 15 working days from receipt of the results of the bid solicitation process. The debriefing may be in writing, by telephone or in person.

## PART 2 - BIDDER INSTRUCTIONS

### 2.1 Standard Instructions, Clauses and Conditions

All instructions, clauses and conditions identified in the bid solicitation by number, date and title are set out in the Standard Acquisition Clauses and Conditions Manual (<https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual>) issued by Public Works and Government Services Canada.

Bidders who submit a bid agree to be bound by the instructions, clauses and conditions of the bid solicitation and accept the clauses and conditions of the resulting contract.

The 2003 2023-06-08 Standard Instructions - Goods or Services - Competitive Requirements, are incorporated by reference into and form part of the bid solicitation.

### 2.2 Submission of Bids

Bids must be submitted by email only to the Contracting Authority at: [musa.nooristani@forces.gc.ca](mailto:musa.nooristani@forces.gc.ca), by the date, time and place indicated on page one (1) of the bid solicitation. Each bid, at solicitation closing date and time or upon request from the Contracting Authority, be signed by the Bidder or by an authorized representative of the Bidder. Bidders must submit their response to this RFP duly completed, signed and dated, by a person authorized to sign on behalf of the Bidder. The Contracting Authority will only notify the Bidder that the bid and any attachments have been received but will not comment or assess the validity of the email content at that time.

Due to the nature of the bid solicitation, bids transmitted by facsimile will not be accepted.

It is the Bidder's responsibility to:

- a. obtain clarification of the requirements contained in the bid solicitation, if necessary, before submitting a bid;
- b. prepare its bid in accordance with the instructions contained in the bid solicitation;
- c. submit by solicitation closing date and time a complete bid;
- d. ensure that the Bidder's name, return address, bid solicitation number, and solicitation closing date and time are clearly visible on the bid; and,

- e. provide a comprehensible and sufficiently detailed bid, including all requested pricing details, that will permit a complete evaluation in accordance with the criteria set out in the bid solicitation.

Bids will remain open for acceptance for a period of not less than 60 days from the closing date of the bid solicitation, unless specified otherwise in the bid solicitation. Canada reserves the right to seek an extension of the bid validity period from all responsive bidders in writing, within a minimum of 3 days before the end of the bid validity period. If the extension is accepted by all responsive bidders, Canada will continue with the evaluation of the bids. If the extension is not accepted by all responsive bidders, Canada will, at its sole discretion, either continue with the evaluation of the bids of those who have accepted the extension or cancel the solicitation.

Bid documents and supporting information may be submitted in either English or French.

Bids received on or before the stipulated bid solicitation closing date and time will become the property of Canada and will not be returned. All bids will be treated as confidential, subject to the provisions of the Access to Information Act ( R.S. 1985, c. A-1) and the Privacy Act ( R.S., 1985, c. P-21).

Unless specified otherwise in the bid solicitation, Canada will evaluate only the documentation provided with a bidder's bid. Canada will not evaluate information such as references to Web site addresses where additional information can be found, or technical manuals or brochures not submitted with the bid.

A bid cannot be assigned or transferred in whole or in part.

### **2.2.1 Improvement of Requirement During Solicitation Period**

Should bidders consider that the Statement of Work contained in the bid solicitation could be improved technically or technologically, bidders are invited to make suggestions, in writing, to the Contracting Authority named in the bid solicitation. Bidders must clearly outline the suggested improvement as well as the reason for the suggestion. Suggestions that do not restrict the level of competition nor favour a particular bidder will be given consideration provided they are submitted to the Contracting Authority at least 5 days before the bid closing date. Canada will have the right to accept or reject any or all suggestions.

### **2.2.2 Late Bids**

The Contracting Authority will return or delete bids delivered after the stipulated solicitation closing date and time.

### **2.2.3 Rights of Canada**

Canada reserves the right to:

- a. reject any or all bids received in response to the bid solicitation.
- b. enter into negotiations with bidders on any or all aspects of their bids.
- c. accept any bid in whole or in part without negotiations.
- d. cancel the bid solicitation at any time.
- e. reissue the bid solicitation.

- f. if no responsive bids are received and the requirement is not substantially modified, reissue the bid solicitation by inviting only the bidders who bid to resubmit bids within a period designated by Canada.
- g. negotiate with the sole responsive Bidder to ensure best value to Canada.

#### **2.2.4 Bid Costs**

No payment will be made for costs incurred in the preparation and submission of a bid in response to the bid solicitation. Costs associated with preparing and submitting a bid, as well as any costs incurred by the Bidder associated with the evaluation of the bid, are the sole responsibility of the Bidder.

#### **2.3 Former Public Servant**

Contracts awarded to former public servants (FPS) in receipt of a pension or of a lump sum payment must bear the closest public scrutiny, and reflect fairness in the spending of public funds. In order to comply with Treasury Board policies and directives on contracts awarded to FPSs, bidders must provide the information required below before contract award. If the answer to the questions and, as applicable the information required have not been received by the time the evaluation of bids is completed, Canada will inform the Bidder of a time frame within which to provide the information. Failure to comply with Canada's request and meet the requirement within the prescribed time frame will render the bid non-responsive.

#### *Definitions*

For the purposes of this clause, "former public servant" is any former member of a department as defined in the *Financial Administration Act*, R.S., 1985, c. F-11, a former member of the Canadian Armed Forces or a former member of the Royal Canadian Mounted Police. A former public servant may be:

- a. an individual;
- b. an individual who has incorporated;
- c. a partnership made of former public servants; or
- d. a sole proprietorship or entity where the affected individual has a controlling or major interest in the entity.

"lump sum payment period" means the period measured in weeks of salary, for which payment has been made to facilitate the transition to retirement or to other employment as a result of the implementation of various programs to reduce the size of the Public Service. The lump sum payment period does not include the period of severance pay, which is measured in a like manner.

"pension" means a pension or annual allowance paid under the *Public Service Superannuation Act* (PSSA), R.S., 1985, c. P-36, and any increases paid pursuant to the *Supplementary Retirement Benefits Act*, R.S., 1985, c. S-24 as it affects the PSSA. It does not include pensions payable pursuant to the *Canadian Forces Superannuation Act*, R.S., 1985, c. C-17, the *Defence Services Pension Continuation Act*, 1970, c. D-3, the *Royal Canadian Mounted Police Pension Continuation Act*, 1970, c. R-10, and the *Royal Canadian Mounted Police Superannuation Act*, R.S., 1985, c. R-11, the *Members of Parliament Retiring Allowances Act*, R.S. 1985, c. M-5, and that portion of pension payable to the *Canada Pension Plan Act*, R.S., 1985, c. C-8.

#### *Former Public Servant in Receipt of a Pension*

As per the above definitions, is the Bidder a FPS in receipt of a pension? **Yes ( ) No ( )**

If so, the Bidder must provide the following information, for all FPSs in receipt of a pension, as applicable:

- a. name of former public servant;
- b. date of termination of employment or retirement from the Public Service.

By providing this information, Bidders agree that the successful Bidder's status, with respect to being a former public servant in receipt of a pension, will be reported on departmental websites as part of the published proactive disclosure reports in accordance with Contracting Policy Notice: 2019-01 and the Guidelines on the Proactive Disclosure of Contracts.

#### *Work Force Adjustment Directive*

Is the Bidder a FPS who received a lump sum payment pursuant to the terms of the Work Force Adjustment Directive? **Yes ( ) No ( )**

If so, the Bidder must provide the following information:

- a. name of former public servant;
- b. conditions of the lump sum payment incentive;
- c. date of termination of employment;
- d. amount of lump sum payment;
- e. rate of pay on which lump sum payment is based;
- f. period of lump sum payment including start date, end date and number of weeks;
- g. number and amount (professional fees) of other contracts subject to the restrictions of a work force adjustment program.

## **2.4 Enquiries - Bid Solicitation**

All enquiries must be submitted in writing to the Contracting Authority no later than **2** calendar days before the bid closing date. Enquiries received after that time may not be answered.

Bidders should reference as accurately as possible the numbered item of the bid solicitation to which the enquiry relates. Care should be taken by Bidders to explain each question in sufficient detail in order to enable Canada to provide an accurate answer. Technical enquiries that are of a proprietary nature must be clearly marked "proprietary" at each relevant item. Items identified as "proprietary" will be treated as such except where Canada determines that the enquiry is not of a proprietary nature. Canada may edit the question(s) or may request that the Bidder do so, so that the proprietary nature of the question(s) is eliminated, and the enquiry can be answered to all Bidders. Enquiries not submitted in a form that can be distributed to all Bidders may not be answered by Canada.

## **2.5 Applicable Laws**

Any resulting contract must be interpreted and governed, and the relations between the parties determined, by the laws in force in Ontario.

Bidders may, at their discretion, substitute the applicable laws of a Canadian province or territory of their choice without affecting the validity of their bid, by deleting the name of the Canadian province or territory specified and inserting the name of the Canadian province or territory of their

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choice. If no change is made, it acknowledges that the applicable laws specified are acceptable to the Bidders.

## 2.6 Bid Challenge and Recourse Mechanisms

- (a) Several mechanisms are available to potential suppliers to challenge aspects of the procurement process up to and including contract award.
- (b) Canada encourages suppliers to first bring their concerns to the attention of the Contracting Authority. Canada's Buy and Sell website, under the heading "Bid Challenge and Recourse Mechanisms" contains information on potential complaint bodies such as:
- Office of the Procurement Ombudsman (OPO)
  - Canadian International Trade Tribunal (CITT)
- (c) Suppliers should note that there are **strict deadlines** for filing complaints, and the time periods vary depending on the complaint body in question. Suppliers should therefore act quickly when they want to challenge any aspect of the procurement process.

## PART 3 - BID PREPARATION INSTRUCTIONS

### 3.1 Bid Preparation Instructions

Bids must be submitted electronically only to the Contracting Authority by the date, time and place indicated in the bid solicitation. Canada requests that the Bidder submits its bid in separately bound sections as follows:

Section I: Technical Bid.

Section II: Financial Bid.

Section III: Certifications.

Section IV: Additional Information.

#### **Section I: Technical Bid**

In their technical bid, Bidders should explain and demonstrate how they propose to meet the requirements and how they will carry out the Work.

#### **Section II: Financial Bid**

Bidders must submit their financial bid in accordance with the Basis of Payment.

#### **3.1.1 Electronic Payment of Invoices – Bid**

By submitting a bid, the bidder is willing to accept payment of invoices by Direct Deposit

#### **3.1.3 SACC Manual Clauses**

#### **Section III: Certifications**

Bidders must submit the certifications and additional information required under Part 5.

## PART 4 - EVALUATION PROCEDURES AND BASIS OF SELECTION

### 4.1 Evaluation Procedures

- (a) Bids will be assessed in accordance with the entire requirement of the bid solicitation including technical and financial evaluation criteria.
- (b) An evaluation team composed of representatives of Canada will evaluate the bids.

#### 4.1.1 Technical Evaluation

##### 4.1.1.1 Mandatory Technical Criteria

Item	Requirement
M.1	The contractor must demonstrate ability to provide all deliverables in both English & French electronically.

##### 4.1.1.2 Point Rated Technical Criteria

Item	Point-Rated Requirement	Score	Reference to Resume (Page and Project #)
P.1	<p>The vendor's liaison officer / project manager's resume/CV should demonstrate expertise in the mystery shopper field, or digital marketing. Resume/CV will be assessed in order to determine ability to provide sound assessments on all CFRG digital space, recruiting events or customer service as stated under Annex A, Statement of Work.</p> <ul style="list-style-type: none"> <li>- Demonstrates some expertise in digital marketing, and completed some similar assessments, demonstrated some understanding of recruiting, and education/training is somewhat relevant to the field. – 10 pts</li> <li>- Demonstrates expertise in digital marketing, previous experience and assessments are relevant, demonstrated understanding of recruiting and education/training is relevant. – 20 pts</li> <li>- Demonstrates high level of expertise in all aspects of marketing, previous assessments are relevant, demonstrated full understanding of recruiting requirements, and education/training is highly relevant to the field. – 30 pts</li> </ul>	/30	



Item	Point-Rated Requirement	Score	Reference to Resume (Page and Project #)
<b>P.2</b>	<p>The Bidder should demonstrate the proposed level of experience as measured by below.</p> <p>&gt;0 yrs and &lt;1 yrs: 12 to 23 months—10 pts</p> <p>&gt;1 yrs and &lt;3 yrs: 24 to 47 months—15 pts</p> <p>&gt;3 yrs and &lt;6 yrs: 48 to 71 months—20 pts</p> <p>&gt;6 yrs + —25 pts</p>	<b>/25</b>	
<b>P.3</b>	<p>The Bidder has prior experience working with Government of Canada.</p> <ul style="list-style-type: none"> <li>- Has not worked within any department of Government of Canada but demonstrates some experience relevant to recruiting – 10 pts</li> <li>- Some experience relevant to recruiting and worked in some capacity with Government of Canada – 20 pts</li> <li>- Experience relevant to recruiting and previous experience with National Defence – 30 pts.</li> </ul>	<b>/30</b>	
<b>Minimum Pass Mark</b>		<b>30/85</b>	
<b>Bidder's Score</b>			

#### 4.1.2 Financial Evaluation

##### 4.1.2.1 Mandatory Financial Criteria

SACC Manual Clause [A0220T](#) 2014-06-26 Evaluation of Price-Bid

#### 4.2 Basis of Selection

##### 4.2.1 Mandatory Technical Criteria

SACC Manual Clause [A0027T](#) 2022-12-01. Basis of Selection - Highest Combined Rating of Technical Merit and Price

1. To be declared responsive, a bid must:
  - a. comply with all the requirements of the bid solicitation; and
  - b. meet all mandatory criteria; and
  - c. obtain the required minimum of 30 points overall for the technical evaluation criteria which are subject to point rating. The rating is performed on a scale of 85 points.

2. Bids not meeting (a) or (b) or (c) will be declared non-responsive.
3. The selection will be based on the highest responsive combined rating of technical merit and price. The ratio will be 60% for the technical merit and 40% for the price.
4. To establish the technical merit score, the overall technical score for each responsive bid will be determined as follows: total number of points obtained / maximum number of points available multiplied by the ratio of 60 %.
5. To establish the pricing score, each responsive bid will be prorated against the lowest evaluated price and the ratio of 40 %.
6. For each responsive bid, the technical merit score and the pricing score will be added to determine its combined rating.
7. Neither the responsive bid obtaining the highest technical score nor the one with the lowest evaluated price will necessarily be accepted. The responsive bid with the highest combined rating of technical merit and price will be recommended for award of a contract.

The table below illustrates an example where all three bids are responsive and the selection of the contractor is determined by a 60/40 ratio of technical merit and price, respectively. The total available points equals 135 and the lowest evaluated price is \$45,000 (45).

**Basis of Selection - Highest Combined Rating Technical Merit (60%) and Price (40%)**

		Bidder 1	Bidder 2	Bidder 3
<b>Overall Technical Score</b>		115/135	89/135	92/135
<b>Bid Evaluated Price</b>		\$55,000.00	\$50,000.00	\$45,000.00
<b>Calculations</b>	<b>Technical Merit Score</b>	$115/135 \times 60 = 51.11$	$89/135 \times 60 = 39.56$	$92/135 \times 60 = 40.89$
	<b>Pricing Score</b>	$45/55 \times 40 = 32.73$	$45/50 \times 40 = 36.00$	$45/45 \times 40 = 40.00$
<b>Combined Rating</b>		83.84	75.56	80.89
<b>Overall Rating</b>		1st	3rd	2nd

**PART 5 – CERTIFICATIONS AND ADDITIONAL INFORMATION**

Bidders must provide the required certifications and additional information to be awarded a contract.

The certifications provided by Bidders to Canada are subject to verification by Canada at all times. Unless specified otherwise, Canada will declare a bid non-responsive, or will declare a

contractor in default if any certification made by the Bidder is found to be untrue whether made knowingly or unknowingly, during the bid evaluation period or during the contract period.

The Contracting Authority will have the right to ask for additional information to verify the Bidder's certifications. Failure to comply and to cooperate with any request or requirement imposed by the Contracting Authority will render the bid non-responsive or constitute a default under the Contract.

## **5.1 Certifications Required with the Bid**

Bidders must submit the following duly completed certifications as part of their bid.

### **5.1.1 Integrity Provisions - Declaration of Convicted Offences**

In accordance with the Integrity Provisions of the Standard Instructions, all bidders must provide with their bid, **if applicable**, the declaration form available on the [Forms for the Integrity Regime](http://www.tpsgc-pwgsc.gc.ca/ci-if/declaration-eng.html) website (<http://www.tpsgc-pwgsc.gc.ca/ci-if/declaration-eng.html>), to be given further consideration in the procurement process.

## **5.2 Certifications Precedent to Contract Award and Additional Information**

The certifications and additional information listed below should be submitted with the bid but may be submitted afterwards. If any of these required certifications or additional information is not completed and submitted as requested, the Contracting Authority will inform the Bidder of a time frame within which to provide the information. Failure to provide the certifications or the additional information listed below within the time frame provided will render the bid non-responsive.

### **5.2.1 Integrity Provisions – Required Documentation**

In accordance with the section titled Information to be provided when bidding, contracting or entering into a real property agreement of the [Ineligibility and Suspension Policy](http://www.tpsgc-pwgsc.gc.ca/ci-if/politique-policy-eng.html) (<http://www.tpsgc-pwgsc.gc.ca/ci-if/politique-policy-eng.html>), the Bidder must provide the required documentation, as applicable, to be given further consideration in the procurement process.

### **5.2.2 Additional Certifications Precedent to Contract Award**

#### **5.2.2.1 Education and Experience**

*SACC Manual* clause [A3010T](#) 2010-08-16 Education and Experience

## **PART 6 - RESULTING CONTRACT CLAUSES**

The following clauses and conditions apply to and form part of any contract resulting from the bid solicitation.

### **6.1 Security Requirements**

There is no security requirement applicable to the Contract.

## **6.2 Statement of Work**

The Contractor must perform the Work in accordance with the Statement of Work at Annex "A".

### **6.2.1 Optional Goods and/or Services**

The Contractor grants to Canada the irrevocable option to acquire the goods, services or both described at Annex A & B of the Contract under the same conditions and at the prices and/or rates stated in the Contract. The option may only be exercised by the Contracting Authority and will be evidenced, for administrative purposes only, through a contract amendment.

The Contracting Authority may exercise the option at any time before the expiry of the Contract by sending a written notice to the Contractor.

## **6.3 Standard Clauses and Conditions**

All clauses and conditions identified in the Contract by number, date and title are set out in the Standard Acquisition Clauses and Conditions Manual (<https://buyandsell.gc.ca/policy-and-guidelines/standard-acquisition-clauses-and-conditions-manual>) issued by Public Works and Government Services Canada.

### **6.3.1 General Conditions**

2010B 2022-12-01, General Conditions - Professional Services (Medium Complexity) apply to and form part of the Contract.

### **6.3.2 Supplemental General Conditions**

4007 2022-12-01 Canada to own intellectual property rights in Foreground Information, apply to and form part of the Contract.

## **6.4 Term of Contract**

### **6.4.1 Period of the Contract**

The period of the Contract is from Contract Award to **31 March 2025**.

### **6.4.2 Option to Extend the Contract**

The Contractor grants to Canada the irrevocable option to extend the term of the Contract by up to two (2) additional one year period under the same conditions. The Contractor agrees that, during the extended period of the Contract, it will be paid in accordance with the applicable provisions as set out in the Basis of Payment.

Canada may exercise this option at any time by sending a written notice to the Contractor at least 15 calendar days before the expiry date of the Contract. The option may only be exercised by the Contracting Authority, and will be evidenced for administrative purposes only, through a contract amendment.

## **6.5 Authorities**

### **6.5.1 Contracting Authority**

The Contracting Authority for the Contract is:

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Name: Captain Musa Nooristani  
Title: R4 Logistics Support 2  
Canadian Forces Recruiting Group  
Directorate: Department of National Defence

Telephone: 705-424-1200 x3186  
E-mail address: [musa.nooristani@forces.gc.ca](mailto:musa.nooristani@forces.gc.ca)

The Contracting Authority is responsible for the management of the Contract and any changes to the Contract must be authorized in writing by the Contracting Authority. The Contractor must not perform work in excess of or outside the scope of the Contract based on verbal or written requests or instructions from anybody other than the Contracting Authority.

### 6.5.2 Project Authority

The Project Authority for the Contract will be listed upon contract award.

The Project Authority is the representative of the department or agency for whom the Work is being carried out under the Contract and is responsible for all matters concerning the technical content of the Work under the Contract. Technical matters may be discussed with the Project Authority; however, the Project Authority has no authority to authorize changes to the scope of the Work. Changes to the scope of the Work can only be made through a contract amendment issued by the Contracting Authority.

### 6.5.3 Contractor's Representative

Contractor's Representative will be determined at the time of contract award.

### 6.6 Proactive Disclosure of Contracts with Former Public Servants

By providing information on its status, with respect to being a former public servant in receipt of a *Public Service Superannuation Act* (PSSA) pension, the Contractor has agreed that this information will be reported on departmental websites as part of the published proactive disclosure reports, in accordance with Contracting Policy Notice: 2019-01 of the Treasury Board Secretariat of Canada.

### 6.7 Payment

#### 6.7.1 Basis of Payment

##### Professional Fees

In consideration of the Contractor satisfactorily completing all of its obligations under the Contract, the Contractor will be paid a firm price as stated under Annex B. Customs duties are excluded and Applicable Taxes are extra.

##### Option to Extend the Contract

During the extended period of the Contract, the Contractor will be paid the firm price as stated under Annex B to perform all the Work in relation to the contract extension.

#### 6.7.2 Limitation of Price

SACC Manual clause C6000C 2017-08-17 Limitation of Price

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### 6.7.3 Multiple Payments

SACC *Manual* clause H1001C 2008-05-12 Multiple Payment

### 6.7.4 Electronic Payment of Invoices – Contract

The Contractor accepts to be paid using any of the following Electronic Payment Instrument(s):

- a. Direct Deposit (Domestic and International);

### 6.8 Invoicing Instructions

The Contractor must submit invoices in accordance with the section entitled "Invoice Submission" of the general conditions. Invoices cannot be submitted until all work identified in the invoice is completed.

Invoices must be distributed electronically to the Project Authority and a copy to the Contracting Authority.

### 6.9 Certifications and Additional Information

#### 6.9.1 Compliance

Unless specified otherwise, the continuous compliance with the certifications provided by the Contractor in its bid or precedent to contract award, and the ongoing cooperation in providing additional information are conditions of the Contract and failure to comply will constitute the Contractor in default. Certifications are subject to verification by Canada during the entire period of the Contract.

#### 6.10 Applicable Laws

The Contract must be interpreted and governed, and the relations between the parties determined, by the laws in force in Ontario.

#### 6.11 Priority of Documents

If there is a discrepancy between the wording of any documents that appear on the list, the wording of the document that first appears on the list has priority over the wording of any document that subsequently appears on the list.

- (a) the Articles of Agreement;
- (b) the supplemental general conditions 4007 2022-12-01 Canada to own intellectual property rights in Foreground Information;
- (c) the general conditions 2010B 2022-12-01, General Conditions - Professional Services (Medium Complexity);
- (d) Annex A, Statement of Work;
- (e) the Contractor's bid dated \_\_\_\_\_.

#### 6.12 Dispute Resolution

- (a) The parties agree to maintain open and honest communication about the Work throughout and after the performance of the contract.

- (b) The parties agree to consult and co-operate with each other in the furtherance of the contract and promptly notify the other party or parties and attempt to resolve problems or differences that may arise.
- (c) If the parties cannot resolve a dispute through consultation and cooperation, the parties agree to consult a neutral third party offering alternative dispute resolution services to attempt to address the dispute.
- (d) Options of alternative dispute resolution services can be found on Canada's Buy and Sell website under the heading "Dispute Resolution".

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## ANNEX A

### STATEMENT OF WORK

#### 1. TITLE

Mystery Shopper Services – Customer Service Assessment

#### 2. OBJECTIVE

To offer a Mystery Shopper (MS) service aimed at assessing the quality of service received by customers who engage with Canadian Armed Forces Recruiting personnel, either in person or through digital channels. This service aims to identify issues, concerns, or trends in Canadian Forces Recruiting Group (CFRG) operations and provide the necessary data and feedback for addressing any identified shortcomings.

#### 3. BACKGROUND

The CFRG is responsible for attracting and enrolling personnel into the Canadian Armed Forces (CAF). There is a strong willingness to address specific customer service issues in order to reach the highest industry standards in terms of customer experience.

#### 4. SCOPE

CFRG is seeking a means by which to determine the quality of customer service interactions at Canadian Forces Recruiting Centers (CFRCs). To conduct this assessment, a MS service is required. This assessment will be executed utilizing various means throughout the recruitment process; in-person visits, telephone, social media channels, Forces.ca, and participation in online recruiting events.

#### 5. RESOURCE REQUIREMENTS

5.1 Service providers are to provide a MS service to measure the quality of service received by customers interacting with CAF Recruiting personnel. The MS service will assess the quality of customer service at multiple CFRC locations (listed below), and these interactions will be assessed both in-person, telephone and virtually, through Forces.ca and social media sites. This will identify issues and provide the required feedback to correct deficiencies.

5.2 The telephone, e-mail, and physical locations (CFRC's and detachments) where the services are to be conducted are as follows:

5.2.1 CFRC Atlantic (Atl) Det Halifax: Mumford Professional Centre, 6960 Mumford Road, Suite 130, Halifax, NS, B3L 4P1; Phone:902-721-5488, Email:info.halifax@forces.gc.ca

5.2.2 CFRC Atl Det St. John's: 84-86 Elizabeth Ave, Suite 100, Regatta Plaza II, St. John's, NL, A1A 1W7; Phone:709-570-4807, Email:info.stjohns@forces.gc.ca

5.2.3 CFRC Atl Det Fredericton: 1133 Regent St, Suite 109, Fredericton, NB, E3B 3Z2; Phone:506-422-1487, Email:info.fredericton@forces.gc.ca



- 5.2.4 CFRC Atl Det Charlottetown: 191 Great George St, Suite 106B, Charlottetown, PEI, C1A 4L2; Phone:902-569-6140, Email:info.charlottetown@forces.gc.ca
- 5.2.5 CFRC Atl Det Moncton: 230 Champlain St, Dieppe, NB, E1A 1P1; : Phone:506-851-0557, Email:info.moncton@forces.gc.ca
- 5.2.6 CFRC Québec (Qc) Det Québec : 2575 Sainte-Anne Blvd, Suite 120, Québec, QC, G1J 0G7; : Phone:418-648-3636, Email:info.quebec@forces.gc.ca
- 5.2.7 CFRC Qc Det Chicoutimi : 345 des Saguenéens St, Chicoutimi, QC, G7H 6K9; : Phone:418-698-5710, Email:info.chicoutimi@forces.gc.ca
- 5.2.8 CFRC Qc Det Rimouski: 70 Saint-Germain St East, Rimouski, QC, G5L 7J9; Phone:418-722-3273, Email: info.rimouski@forces.gc.ca
- 5.2.9 CFRC Qc Det Montréal: 1600 Boul Rene-Levesque O, Bureau 140, Montreal, QC, H3H1P9; Phone:514-390-4999, Email:info.montreal@forces.gc.ca
- 5.2.10 CFRC Qc Det Sherbrooke: 315 King St West, Suite 112, Sherbrooke, QC, J1H 4G9; Phone:819-564-5949 poste 3, Email:info.sherbrooke@forces.gc.ca
- 5.2.11 CFRC Northern Ontario (NEON) Det Ottawa: 240 Sparks St, Ottawa, ON, K1A 0G6; : Phone:613-944-5928, Email:info.ottawa@forces.gc.ca
- 5.2.12 CFRC NEON Det Kingston: 1412 Princess St, Kingston, ON, K7M 3E5; Phone:613-541-5910, Email:info.kingston@forces.gc.ca
- 5.2.13 CFRC NEON Det Sudbury: 233 Brady St, Unit 17, Sudbury, ON, P3B 4H5; Phone:1-800-856-8488 / 705-674-0838, Email:info.sudbury@forces.gc.ca
- 5.2.14 CFRC Southern Ontario (SON) Det Toronto: 4900 Yonge St, Suite 100, North York, ON, M2N 6A4; Phone:416-635-4490, Email:info.toronto@forces.gc.ca
- 5.2.15 CFRC SON Det Barrie: 14 Cedar Pt Dr, Unit 1509, Barrie, ON, L4N 5R7; Phone:705-735-3550, Email:info.barrie@forces.gc.ca
- 5.2.16 CFRC SON Det Oshawa: 200 John St West, Oshawa, ON, L1J 2B4; Phone:905-721-5299, Email:info.oshawa@forces.gc.ca
- 5.2.17 CFRC SON Det Hamilton: 55 Bay St North, 2nd floor, Hamilton, ON, L8R 3P7; Phone:905-521-0928, Email:info.hamilton@forces.gc.ca
- 5.2.18 CFRC SON Det London: 250 York St, Unit 100a, London, ON, N6A 6K2; Phone:519-660-5110, Email:info.london@forces.gc.ca
- 5.2.19 CFRC Prairies and the North (P&N) Det Calgary: 700 6th Ave SW, Suite 100, Calgary, AB, T2P 0T8; Phone:403-974-2900, Email:info.calgary@forces.gc.ca

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- 5.2.20 CFRC P&N Det Edmonton: 10027 106 Street Nw, Edmonton, AB, T5J-1G3, Phone:780-495-2274, Email:info.edmonton@forces.gc.ca
- 5.2.21 CFRC P&N Det Winnipeg: 391 York Av, Suite 465, Winnipeg, MB R3C 0P4; Phone:204-983-3680, Email:info.winnipeg@forces.gc.ca
- 5.2.22 CFRC P&N Det Regina: 1783 Hamilton St, Unit 140, Regina, SK, S4P 2B6; Phone:306-780-6550, Email:info.regina@forces.gc.ca
- 5.2.23 CFRC Pacific (Pac) Det Vancouver: 620 Royal Ave, New Westminster, BC, V3M 1J2; Phone:604-694-6390, Email:info.vancouver@forces.gc.ca; and
- 5.2.24 CFRC (Pac) Det Victoria: 541 Superior St, Victoria, BC, V8W 1H6 Phone:250-363-3263, Email:info.victoria@forces.gc.ca.
- 5.3 The following are the Forces.ca digital locations where the services must be conducted:
- 5.3.1 Forces.ca events portal: <https://forces.ca/en/events/#/> ; and
- 5.3.2 Forces.ca – Schedule a phone call with a recruiter: <https://forces.ca/en/contact-us/>.
- 5.4 The following are the Facebook digital locations where the services must be conducted:
- 5.4.1 CAF (English national public affairs' page): <https://www.facebook.com/CanadianForces>
- 5.4.2 CAF (French national public affairs' page) : <https://www.facebook.com/ForcesCanada>
- 5.4.3 CFRC Atlantic: <https://www.facebook.com/forcesjobsatlantic.forcesemploisatlantique>
- 5.4.4 CFRC Québec: <https://www.facebook.com/ForcesEmploisJobsQc>
- 5.4.5 CFRC NEON: <https://www.facebook.com/ForcesJobsNEONForcesEmploisNEON>
- 5.4.6 CFRC SON: <https://www.facebook.com/forcesjobson> ; Fre : <https://www.facebook.com/forces.emplois.ontario>
- 5.4.7 CFRC P&N: <https://www.facebook.com/ForcesJobs.P.and.N.Forces.EmploisP.et.N.>
- 5.4.8 CFRC Pacific: <https://www.facebook.com/ForcesJobsPacificForcesEmploisPacifique/>.
- 5.4.9 National recruiting page: <https://www.facebook.com/ForcesJobs.ForcesEmplois.CA>
- 5.5 The following are the Instagram digital locations where the services are to be conducted:

- 5.5.1 CAF (English national public affairs' page):  
<https://www.instagram.com/canadianforces/>
- 5.5.2 CAF (French national public affairs' page) :  
<https://www.instagram.com/forcescanada/>
- 5.5.3 CFRC Atlantic: [https://www.instagram.com/cfrc\\_atlantic.cfrc\\_atlantique/](https://www.instagram.com/cfrc_atlantic.cfrc_atlantique/)
- 5.5.4 CFRC Quebec: <https://www.instagram.com/forcesemploisjobsqc/>
- 5.5.5 CFRC SON: <https://www.instagram.com/forcesjobs/> ; FRE :  
<https://www.instagram.com/forces.emplois.ontario/>
- 5.5.6 CFRC P&N: [https://www.instagram.com/cfrc\\_p.n\\_cfrc\\_p.n/](https://www.instagram.com/cfrc_p.n_cfrc_p.n/)
- 5.5.7 CFRC Pacific : <https://www.instagram.com/forcesjobsemplois.pacific/>
- 5.5.8 National recruiting page: <https://www.instagram.com/forcesjobs.forcesemplois/>

## 6. TASKS

- 6.1 The Mystery Shopper service must provide the following services:
  - 6.1.1 24 CFRC/Det must be visited 2 times per year. Each contact will consist of the following:
    - 6.1.1.1 Telephone contact: Attempt to call the CFRC/Det to set up an appointment. If answered by voicemail, a message is to be left and response time delay will be recorded. If, after three attempts of calling and leaving voicemails with no response from the recruiting staff, this failure to return a call should be identified;
    - 6.1.1.2 Email contact: An email requesting an in-person appointment at each of the 24 detachments is to be sent and response time delay recorded;
    - 6.1.1.3 Visit to the CFRC/Det: The resources will visit all dets to conduct an in-person evaluation according with the evaluation checklist to be determined; and
    - 6.1.1.4 The MS visits should be conducted by both males and females in approximately equal proportions.
    - 6.1.1.5 The stages of the recruitment process that are to be evaluated are: the telephone contact/call-back, e-mail response, virtual interactions via Forces.ca, Facebook and Instagram, and recruiting centre in-person interactions.
    - 6.1.1.6 MS service will stop prior to filling out the application.

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- 6.1.2 Conduct an audit of the customer service provided by the recruiters through the appointment booking tool on the Forces.ca platform (Ref 5.2.2). The appointments will occur by phone. 10 appointments will be required and are detailed as follows:
- 6.1.2.1 Appointments must be taken at different periods during the day between 9am and 9pm EST; and
  - 6.1.2.2 A minimum of 20% of the appointments must be conducted in French.
- 6.1.3 Conduct an audit of the customer experience within a digital recruiting event advertised on Forces.ca (Ref 5.2.1). Event participation will be executed using different tools (Ex: Teams, Facebook). These audits are detailed as follows:
- 6.1.3.1 Resources will register to 6 online events showcased on Forces.ca, one in each of the 6 CFRCs; and
  - 6.1.3.2 During each event, resources will ask direct questions to the presenter (verbal) as well as questions in the comments section of the event (written).
- 6.1.4 Conduct an audit of the customer service provided via the 9 CAF recruiting Facebook pages (Ref 5.3). The CAF recruiting Facebook pages audit are detailed as follows:
- 6.1.4.1 For each Facebook page, 2 interactions must occur. One interaction will be initiated through a page's post and the other will be initiated through the Messenger linked to a specific page; and
  - 6.1.4.2 Each page's language will have to be respected. On francophone pages, interactions must take place in French. On anglophone pages, interactions must occur in English.
- 6.1.5 Conduct an audit of the customer service provided via the 8 CAF Instagram recruiting pages (Ref 5.4) The CAF Instagram recruiting pages audit are detailed as follows:
- 6.1.5.1 For each Instagram page, 2 interactions must occur. One interaction will be initiated through a page's post and the other will be initiated through the messaging option linked to a specific page; and
  - 6.1.5.2 Each page's language will have to be respected. On francophone pages, interactions must take place in French.
- 6.1.6 Mystery Resources must meet our target demographics, being between the ages of 18 and 35.

## **7. CLIENT SUPPORT**

7.1 Contractor will be supported by CAF in the development of questionnaires and scenarios. CAF will also assist in identifying audit opportunities.

7.2 Any personal information supplied by the mystery shoppers during the assessment will be permanently deleted from the CFRG databases within six months of closure of contract. Contractor will provide a list of all MS participants at conclusion of contract to ensure that CFRG removes any personal information.

## **8. DELIVERABLES and ASSOCIATED SCHEDULE**

8.1 The contractor must complete the following tasks and deliverables for all MS activities:

- 8.1.1 Select and employ the appropriate number of qualified personnel to complete the requirement;
- 8.1.2 Ensure that the resources performing the service can legally work in Canada;
- 8.1.3 Provide effective supervision to ensure that the quality of the service meets the requirements;
- 8.1.4 Be prepared to play pre-determined roles (i.e. University graduate looking for a challenge, previous work experience etc.). They will seek general information about recruitment, enquiring about job opportunities and the subjects that interest them;
- 8.1.5 In coordination with CFRG develop the questionnaire, different scenarios, and the evaluation grid for each type of audit; and
- 8.1.6 Provide a consolidated report upon completion of all audits. This report must include evaluations by detachment and by Center for each type of audit/assessment.

8.2 Contractor must complete the following tasks and deliverables related to CFRC / dets visits:

- 8.2.1 Visit all CFRC / Dets (Ref 6.1.1) 2 times per year, once in the July/August/September and one in the January/February timeframe; and
- 8.2.2 Provide completed checklist, additional notes and an overall assessment report for each visit on a bi-weekly basis.

8.3 Contractor must complete tasks related to online appointments, digital recruiting events, along with Facebook and Instagram audits with the following parameters:

- 8.3.1 All digital assessment tasks must be carried out periodically over the course of the contract duration. (I.e. not all at once or over only one month); and
- 8.3.2 A report must be provided monthly which will include the details of all audits/assessments completed in the previous month, including each report checklist & audit notes.

## 9. CONSTRAINTS

9.1 CFRCs and dets will be closed during the Christmas-New Year's period, no MS activities will be initiated from 14 DEC 2024 to 5 JAN 2025.

## 10. LANGUAGE OF WORK

10.1 All CFRC and dets can provide service in both of Canada's Official Languages. Mystery Shopper will have the flexibility to use official language but must respect the 20% French language requirement.

CFRG Unit Language Designation / Désignation linguistique des unités du GRFC

Centre/Detachment	Unit Language Designation	Désignation linguistique de l'unité
<b>Vancouver</b>	English Language Unit	Unité de langue anglaise
Victoria	English Language Unit	Unité de langue anglaise
<b>Calgary</b>	English Language Unit	Unité de langue anglaise
Edmonton	English Language Unit	Unité de langue anglaise
Winnipeg	English Language Unit	Unité de langue anglaise
Regina	English Language Unit	Unité de langue anglaise
<b>Toronto</b>	English Language Unit	Unité de langue anglaise
Hamilton	English Language Unit	Unité de langue anglaise
London	English Language Unit	Unité de langue anglaise
Barrie	English Language Unit	Unité de langue anglaise
Oshawa	English Language Unit	Unité de langue anglaise
<b>Ottawa</b>	Bilingual Unit	Unité bilingue
Kingston	Bilingual Unit	Unité bilingue
Sudbury	Bilingual Unit	Unité bilingue
<b>Quebec City</b>	French Language Unit	Unité de langue française
Montreal	Bilingual Unit	Unité bilingue
Sherbrooke	Bilingual Unit	Unité bilingue
Chicoutimi	French Language Unit	Unité de langue française
Rimouski	French Language Unit	Unité de langue française
<b>Halifax</b>	English Language Unit	Unité de langue anglaise
Fredericton	Bilingual Unit	Unité bilingue
Moncton	Bilingual Unit	Unité bilingue
Charlottetown	English Language Unit	Unité de langue anglaise
St. John's	English Language Unit	Unité de langue anglaise
Corner Brook	English Language Unit	Unité de langue anglaise
Sydney	English Language Unit	Unité de langue anglaise
<b>CFRG HQ / QG GRFC</b>	Bilingual Unit	Unité bilingue

## 11. LOCATION OF WORK

11.1 All visits to the CFRCs and dets must take place in location at the respective CFRC. Other tasks, for example digital or virtual assessments, related to this project are at the discretion of the service provider.

## 12. TRAVEL AND LIVING EXPENSES

12.1 No reimbursement of travel and living expenses with this contract.

## ANNEX B

### BASIS OF PAYMENT\*

**Initial period of Contract:**

Item	Region	Location / Item Description	Number of Visits	Price per Mystery Shop	Extended Price (not to exceed)
1	Ontario	CFRC Ottawa	2		
		CFRC Det Kingston	2		
		CFRC Det Sudbury	2		
		CFRC Toronto	2		
		CFRC Det Oshawa	2		
		CFRC Det Hamilton	2		
		CFRC Det Barrie	2		
		CFRC Det London	2		
2	Prairies	CFRC Calgary	2		
		CFRC Det Edmonton	2		
		CFRC Det Winnipeg	2		
		CFRC Det Regina	2		
3	Pacific	CFRC Vancouver	2		
		CFRC Victoria	2		
4	Quebec	CFRC Quebec	2		
		CFRC Det Montreal	2		
		CFRC Det Rimouski	2		
		CFRC Det Chicoutimi	2		
		CFRC Det Sherbrooke	2		
5	Atlantic	CFRC Halifax	2		
		CFRC Det Charlottetown	2		
		CFRC Det Fredericton	2		
		CFRC Det Moncton	2		
		CFRC Det St John's NL	2		
7	Digital	Audit of Customer Service Booking tool (6.1.2)	10		
8	Digital	Audit of the customer experience within a digital recruiting event (6.1.3)	6		
9	Digital	Audit of the customer service provided via the 9 CAF recruiting Facebook pages (6.1.4)	2		
10	Digital	Audit of the customer service provided via the 8 CAF Instagram recruiting pages (6.1.5)	2		
11	n/a	Administration hourly fee – checklist, scenario development & other admin (if required)**	20		
Sub Total					
Applicable Tax – based on applicable province (Ontario HST used as estimate)					
Total not to Exceed					

**Notes:**

\*Details of each task are outlined in Annex A Statement of Work.

\*\* If additional hours are required a contract amendment must occur prior to any further work being completed.

### Additional Service

The following optional services may be exercised as stipulated under paragraph 6.2.1 of the Request for Quotation (RFQ).

Item	Region	Location / Item Description	Number of Visits	Price per Mystery Shop	Extended Price (not to exceed)
1	Ontario	CFRC Ottawa	1		
		CFRC Det Kingston	1		
		CFRC Det Sudbury	1		
		CFRC Toronto	1		
		CFRC Det Oshawa	1		
		CFRC Det Hamilton	1		
		CFRC Det Barrie	1		
2	Prairies	CFRC Calgary	1		
		CFRC Det Edmonton	1		
		CFRC Det Winnipeg	1		
		CFRC Det Regina	1		
3	Pacific	CFRC Vancouver	1		
		CFRC Victoria	1		
4	Quebec	CFRC Quebec	1		
		CFRC Det Montreal	1		
		CFRC Det Rimouski	1		
		CFRC Det Chicoutimi	1		
		CFRC Det Sherbrooke	1		
5	Atlantic	CFRC Halifax	1		
		CFRC Det Charlottetown	1		
		CFRC Det Fredericton	1		
		CFRC Det Moncton	1		
		CFRC Det St John's NL	1		
7	Digital	Audit of Customer Service Booking tool (6.1.2)	1		
8	Digital	Audit of the customer experience within a digital recruiting event (6.1.3)	1		
Sub Total					
Applicable Tax – based on applicable province (Ontario HST used as estimate)					
Total not to Exceed					